MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2018/2019

BIM1014 – INFORMATION SYSTEM AND MULTIMEDIA

(All sections / Groups)

28 MAY 2019
2.30 PM – 4.30 PM

(2 Hours)

INSTRUCTION TO STUDENTS

1. This question paper consists of 3 pages (including cover page) with 4 questions only.
2. Attempt ALL FOUR questions. All questions carry equal marks and the distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

Question 1

(a) What are potential costs and benefits of using your own devices in the workplace? How can organizations balance costs and benefits?

(10 Marks)

(b) Describe competitive advantage and list six sources.

(15 Marks)

Question 2

(a) How can visual analytics be used to improve decision making? Illustrate with suitable example.

(10 Marks)

(b) Discuss the core components of an ERP system? Illustrate the keys to successfully implementing an ERP system?

(15 Marks)

Question 3

(a) Assume you are a sales manager. What sales performance measures would you want the CRM system to provide you in order to better manage your sales force? For each measure, describe how you would use it and at what interval you would need to update this information.

(10 Marks)

(b) List and describe five techniques used in requirements collection.

(15 Marks)

Question 4

(a) Describe computer crime and give three examples of computer crime.

(15 Marks)

(b) Explain the web for an example of a startup using a cloud infrastructure. What were the main reasons for choosing a cloud infrastructure? What alternatives did the startup have?

(10 Marks)

End of Paper